



Kazron Bookkeeping & BAS Services adopts AutoEntry in order to reduce paperwork and spend more time driving value for its customers

OVERVIEW

Located in Sydney, Australia, Kazron Bookkeeping & BAS Services (Kazron) offers a range of bookkeeping and compliance-based services to the small businesses it serves. The practice was founded by Karen Bussing, who is a member of the Institute of Public Accountants (IPA), the Institute of Certified Bookkeepers (ICB), and a founding member of the Australian Bookkeepers Association (ABA).

In mid-2017, Kazron adopted AutoEntry in order to eliminate the labour-intensive task of manual data entry, reinvesting the time saved into delivering strategic services for clients.

PROVIDING PERSONALISED SERVICES

Kazron works with small businesses based locally, and across a diverse range of sectors including professional services, construction and retail. The

practice collaborates closely with its clients, in order to uncover their operational challenges and deliver services aligned to their individual objectives.

Karen Bussing comments, "We strive to build strong relationships with our clients in order to work effectively with them. Our practice ethos is 'Do It Right!' which means providing the best service possible, by keeping up with changing legislation and those innovative technologies which could help our practice and our customers to work more efficiently."

A SMART SOLUTION FOR A FAIR PRICE

Kazron wanted to deploy a data entry solution which was easy to use, fast to act, and cost effective. After carefully evaluating the marketplace, the practice chose to implement AutoEntry.

Karen Bussing comments, "We wanted to find software we could use for the long-term, instead of a quick fix. We're a growing business, so the volume of documents we process varies from month to month, especially when working with clients on a quarterly basis. Therefore, we needed a solution which could accommodate these fluctuations, and which charged us based on usage rather than fixed rate fees. We also didn't want to be billed for adding additional companies or users, in order to make it accessible to our network and economical for us."

Karen Bussing continues, "After hearing so many positive reviews of AutoEntry from other bookkeepers, and on social media, we signed up for a free trial. We were immediately impressed with AutoEntry's speed and agility, and the scope of the data it could capture. Following our trial, we began using AutoEntry full-time."



"Bookkeeping data entry can quickly mount up, so for us, it's essential to have a data entry solution to automate this function. AutoEntry works effortlessly, by accurately capturing and posting information from our client's paper documents into our Xero account. With the time saved, we can focus on delivering higher level services to customers, and taking on new clients."

- KAREN BUSSING, FOUNDER, KAZRON BOOKKEEPING & BAS SERVICES





WORKING SMARTER WITH AUTOMATION

AutoEntry is available via a web or mobile app and works by capturing and analysing scanned and photographed images of paper documents, automating the capture of this information for publishing into accounting software. Kazron uses the solution to automate data entry from hundreds of purchase and sales invoices on a monthly basis, which saves the practice a significant amount of time, compared to manually typing in this information.

Kazron values AutoEntry's range of on-demand time saving features. For instance, the ability to capture full line items on invoices, including the description, unit price and quantity for each line. And the capacity to assign universal settings to purchase invoices and bills, for a particular supplier. By logging into their AutoEntry dashboard, Kazron can review how much a particular client uses AutoEntry over a specific time frame, and factor this information into future billing.

INTEGRATING WITH XERO

A Xero-run practice, Karen Bussing is both a Xero Certified Advisor and a Xero Payroll Specialist. Therefore when selecting a data entry solution, the practice needed one which could integrate effortlessly with the platform.

Karen Bussing remarks, "By providing a cloud-based environment, Xero enables us to collaborate more easily with our clients and to work wherever, and whenever we choose. AutoEntry's integration with Xero has been seamless, and we can either upload documents ourselves, or allow clients to snap a photo using the mobile app."

EXCELLENT SERVICE GUARANTEED

AutoEntry is a multifaceted solution, and to ensure users are able to maximise their use of the software and all of its features, AutoEntry provides full-time support and training via its in-house customer service team. If a customer needs to contact AutoEntry with a query, they can instantly reach an advisor via the in-app chat function, or by email.

Karen Bussing comments, "We pride ourselves on offering our own clients excellent service, and these high standards makes us selective about the service providers we use ourselves. AutoEntry has consistently impressed us with its friendly, efficient and responsive customer care."

SUPPORTING A GROWING PRACTICE

Kazron will continue to rely on AutoEntry to automate bookkeeping data entry for customers, with the solution flexing to support the firm's continued growth.

Karen Bussing remarks "As AutoEntry allows us to process both small and large amounts of documents with ease, it will support us as we take on more bookkeeping clients. Its underlying technology continues to evolve, with new features frequently released, helping us to work even more efficiently. Having formed such a strong partnership with AutoEntry in the last year, we have no doubt that we'll continue to use the solution in the years ahead."